

## CEASEFIRE Summary

Kansas City is the *fourth* most violent community in the country according to recent FBI statistics. People are afraid to enjoy our area's many attractions and neighborhoods because of gun violence. Therefore, Missouri and Kansas law enforcement agencies and prosecutors, along with the Crime Commission, joined forces to begin an enforcement program in 1999 called "Project Felon." Any convicted felon caught with a gun under any circumstances would be referred to federal prosecutors for prosecution to the fullest extent of the law. Federal law provides a minimum sentence of five years with no probation or parole. In the last year, there have been nearly 200 armed felons convicted, imprisoned, or awaiting sentence because of this effort with an average sentence of about seven years.

As a result, gun crimes by armed felons have decreased in Kansas City - but not enough. Those participating in Project Felon believe this is unacceptable and that there is a solution. The solution is promoting CEASEFIRE, an awareness and education campaign targeting convicted felons who carry firearms. CEASEFIRE will use proven techniques from other cities (i.e., Milwaukee, Buffalo and Richmond, VA) to deliver a stem message to felons that carrying guns will have swift, certain and severe consequences. There will be an intense three-year media blitz to convey the direct message of **"Felons with Guns Burn 5 Years in Federal Prison."** This message is promoted through public service announcements with Johnnie Cochran as the spokesperson, radio, posters, billboards, bumper stickers and statement stuffers.

*At the end of the CEASEFIRE campaign, 100 percent of felons processed under federal statutes will receive at least five years jail time with no probation or parole: Gun crimes will be reduced by at least 10 percent and 50 percent increase in awareness by felons and others regarding the consequences for felons possessing guns.*

Felons will be less likely to carry or possess a gun after implementing CEASEFIRE. The ultimate outcome will be an economic and moral revitalization of our most crime-ridden neighborhoods because their fear of violence will be reduced. CEASEFIRE will have a direct impact on everyday life in our community by decreasing violent crime and discouraging the conduct at the heart of the violence.